

Candy Bar Gazebo

Issue 24, Fall, 1989

A Treat To Read



THE 1930s 2¢ CANDY BARS

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Otto Schnering (1891-1952) was one of the most successful operators ever in the confectionery business. He was the one who really got behind and pushed the "Trick or Treat" candy Halloween tradition that started in the 1930s. He also had the famous Baby Ruth candy bar drop from airplanes that first startled citizens of Pittsburgh and later other cities of the United States.

Schnering had many successes mixed in with a few non-winners over the years. Perhaps his biggest bomb was the 2¢ bar.

The 1¢ bar which he introduced in The Great Depression was a real winner. It was so successful it was quickly imitated by others. So Schnering decided to do some showmanship by coming out with a 2¢ bar. He advertised the bars to jobbers with a full color broadside on which all the Curtiss 2¢ bars were shown life size. All Curtiss 2¢ bars weighed 1½ ounces and were designed to sell.

Planters LifeSavers Co. Archives



But who is to say what the right price for a candy bar is? Schnering's promotion flopped - the 2¢ bars did not catch on at all. So the 2¢ bars were quickly dropped from the Curtiss production line. Schnering's 5¢ and 1¢ bars continued to be best sellers in the marketplace, and Schnering's 2 for 5¢ bar offer was around for a few years, but that was it.

Who is to say what the right price for candy bars was at the time? The 3¢ bar introduced by other confectioners a few years later caught on and were decent sellers for a few years. But what was unlucky was the 2¢ bar. Why was that? No one can really say - but the 2¢ factor was proven out a number of years later when the \$2 Jefferson bill flopped as legal tender. As far as candy bars and paper money goes, the number 2 isn't a winner. So it goes.

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Active membership requires an annual fee of \$15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication. Foreign sub. \$23.00.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.50 each.

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EDITORIAL - A RECEIPT

Back in the old days the more common spelling for the word recipe was receipt. That spelling isn't much in use today. But it was in the title of a small booklet published by The Walter M. Lowney, Co., of Boston, in 1903. The title in full for the booklet was Receipts for making Home-Made Bonbons.

The booklet contained a page turned over to the discussion of the food value of chocolate. And eminent authorities of the late 1800s and the turn of the century had their say. Why these eminent authorities were known in their day has been lost for posterity. But their names and titles seemed to be impressive to say the least.

Baron Von Liebig, the famous chemist said, "It is a perfect food as wholesome as delicious; a beneficent restorer of exhausted power; but its quality must be good, and it must be carefully prepared. It is highly nourishing and easily digested, and is fitted to repair wasted strength, preserve health, and prolong life."

Francis Joseph Victor Broussais, a celebrated physician and member of the French Institute said, "Chocolate of good quality, well made, properly cooked, is one of the best aliments that I have yet found for my patients and for myself."

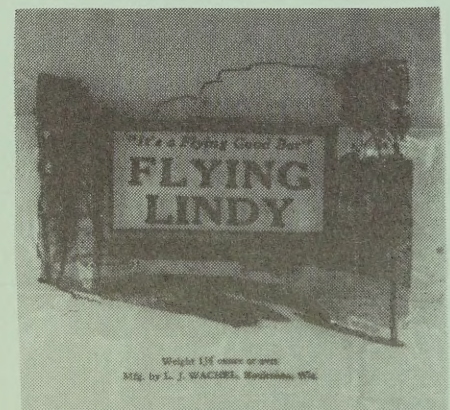
And Dr. Edward Smith, L.L.V., F.R.S., in his work on foods for the International Scientific series, speaking of chocolate says: "This substance in its action is less exciting to the nervous system than tea or coffee, and at the same time it contains a much larger proportion of nutritive material." Wow - what a sales pitch - Tennis anyone?

KAUKAUNA, WISCONSIN

If you grew up in the Midwest back in the early 1930s, a town whose name you'll remember if you liked cheese was Kaukauna, Wisconsin. That's where Kaukauna Club Cheese in the gray crock, complete with lid, was (and still is) being made. William J. Eiting of Kimberly, Wisconsin, first recollection of the cheese company was that it was on the south side of Kaukauna. Today the plant is in a new facility outside of town.

In the early 1920s across the street from Eiting's home was the Wachel Candy Company. It operated in the old A.H.Frank grocery store. As a youngster of ten Eiting often visited the Wachel operation and watched them making candy on long slabs of marble.

Louis Wachel was born in 1900 and died in 1975. During the years he made various candy bars. His wife's name was Mary Lou, so the Mary Lou bar was named after her. Before it went out of business around 1929 the Wachels also made such bars as Rounce and the Flying Lindy bar.



A. Wartner collection

WILSON-ROWNTREE, SOUTH AFRICA

One of the best known confectionery enterprises in South Africa was created by two Scotch brothers who emigrated from Scotland. James, who became a confectioners traveler for J. I. Hill & Co. in 1894, traveled by cart and foot to visit customers in the bigger cities of South Africa.

In 1902 brother Robert joined the firm after experiencing duty as an engineer in Singapore. By 1905 a small factory was established in Durban. James had found, in the course of his travels, a fellow named Alexander Robertson, who had been in business in Port Elizabeth as a baker and confectioner. The two agreed to go into partnership in East London, establishing it in 1883. When Robertson departed, the company was renamed as C. Wilson & Co., Confectioners. When Robert joined, the entire staff numbered five. Big orders came in during the Boer War, from the military as well as from civilian customers.

James Wilson decided, in an enterprising moment, to extend his range of ever-popular "mottos" that were imprinted on candies such as "I Love You," and "Kiss Me," by putting some of them into Dutch. The needed translation was done by a local individual. But to the dismay of management, there were a number of mottos added that were highly seditious in tone. There was considerable uproar while the firm's stock was "censored" and all the offending mottos melted down again.

Around the turn of the century chicory was used in the manufacture of boiled, hard candies. The horrible smell of the chicory very nearly resulted in legal action by neighbors. But that problem was eventually cleared up.

The first World War saw Wilson's engaged in humanitarian activities. Spanish influenza ran rampant, killing many. More lives were caused by the influenza than the war itself in South Africa. At the end of the war to offset family losses because of influenza, a "Peace Offering" was made to employees. All employees with the firm for over six months received a half-months wages. Employees with the firm from one to three months received lesser amounts.

Afrikaans, in 1925, had replaced Dutch as an official language of the Union. And it was around 1925 that Wilson's became one of the first South African firms to export its manufactured products to Madagascar and Mauritius.

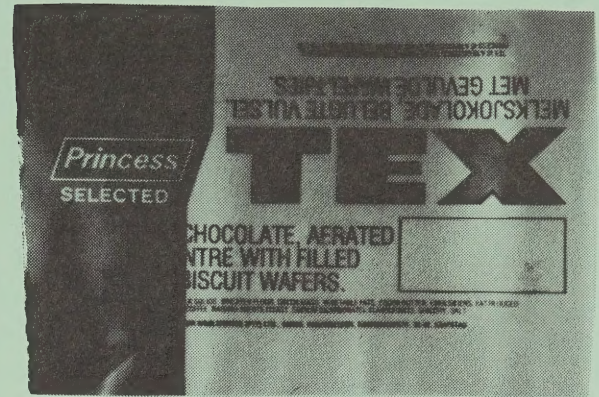
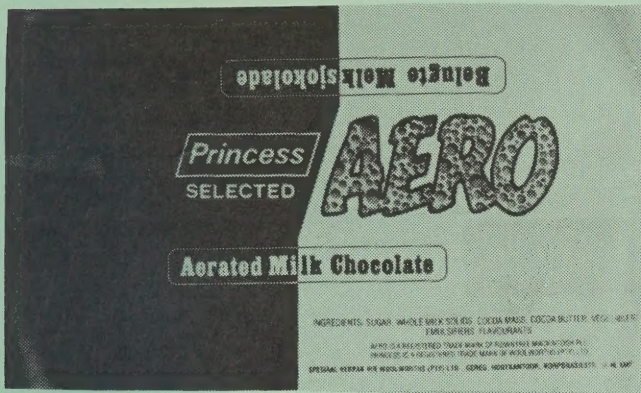
In 1929, shadowed by the effects of the gigantic international slump which broke upon the world after the Wall Street Crash in the United States, things went from bad to worse. A record drought fell upon the farming community of South Africa. But Wilson management continued to hold up its head and fight the good fight. In 1947 agreement was reached with Mackintosh of England for the sale of Mackintosh toffee in South Africa.

During World War II, Wilson's managed to hold its own. And it was in 1957 that the company name was changed to Wilson-Rowntree Limited, a direct tie-in with Rowntree of Great Britain. (Rowntree is presently owned by Nestlé of Switzerland.) Added to the production line was a full line of Rowntree products, some altered a bit to adjust to South African taste buds.

Aero, an aerated milk chocolate center bar, in several varieties, was produced. Kit Kat and Smarties, both popular with youngsters, were made. A bar with American connotations was added, the Tex Bar. The Tex Bar consists of an aerated milk chocolate center between layers of praline and biscuit wafer, all enrobed in chocolate.

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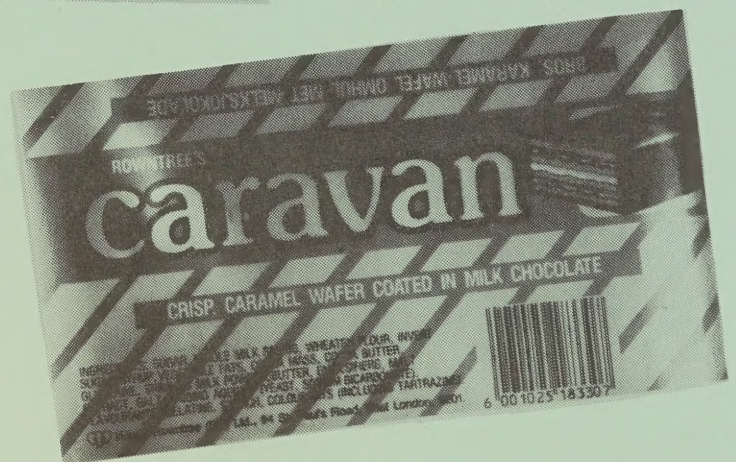
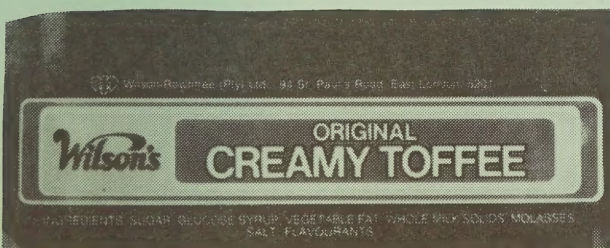
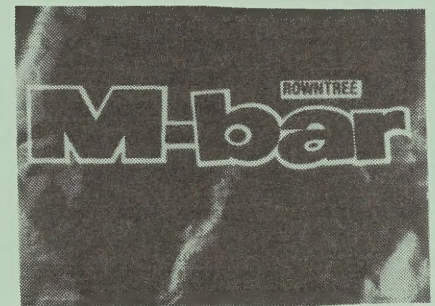
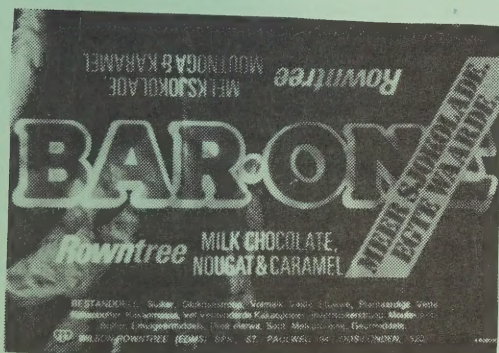
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An ad campaign for the Tex Bar reflected on the American western connotations of the name by using the 1942 United States popular tune, Deep in the Heart of Texas.

In the ad campaign the song title was utilized to make the theme, "Deep in the Heart of Tex Bar," come through loud and clear. It seems that the South Africans, along with the Germans, seem to have a love affair with the American West. The Tex theme was used in South Africa in the 1980s.

Bar One is a soft malt nougat, topped with a layer of caramel covered with milk chocolate. Some other bar products are Nux, M-bar, and Caravan. Also, Wilson items such as Wilson's Original Creamy Toffee are still being made.



LIQUID GOLD

Lower Manhattan around Canal Street and West Broadway was once a major candy manufacturing area in New York City. Today, almost everyone has left. One of the few remaining confectioners in the area over the years was the company called Cella's on West Broadway, in business since 1864.

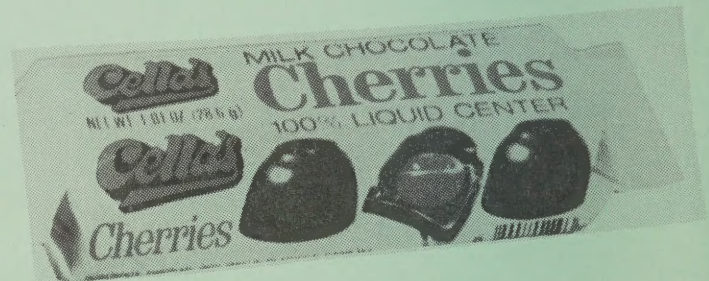
The Bianchi family emigrated from Genoa, Italy. Papa Antonio Bianchi came over to prospect for gold, but ended up staying in New York. And eventually the family ended up with some liquid, rather than solid, gold as the family opened a small store to manufacture and sell candy at retail on Wooster Street. Soon the store grew into a factory so a full line of candies was soon manufactured. The name Cella's was chosen for the company as that was the maiden name of Mrs. Bianchi.

When the stock market crashed in 1929, Cella's had already introduced its chocolate-covered cherry. It really caught on, and by the late 1940s all the other lines were discontinued. The process and the phrase, "100% Liquid Center," were both patented. Business boomed, and by 1967 larger quarters were needed, so a West Broadway location was secured. New customized machinery was perfected and it stood several stories high. Then, as now, the chocolate-coated cherries came in both milk and dark chocolate coatings. A chocolate coated pineapple, 100% liquid center, was around for a few years in the 1980s.

In 1969 the firm was acquired by Al Bianchi and made a part of Candy Corporation of America. The Mason and Bonomo candy operations were included in that corporation, a subsidiary of Lehigh Coal & Navigation, Inc.

The Candy Corporation got into a financial jam in the early 1970s and was disbanded. The Mason and Bonomo line were sold to Tootsie Roll Industries. Only Cella's Confections, Inc., was retained by Lehigh. And under new management began to quickly reestablish itself as a force in the candy business. In the candy bar format three chocolate-coated cherries were contained in a boat tray and then wrapped. The cherries were also packaged in several sized boxes and also individually in brightly colored foil. Today Cella's is owned by Tootsie Roll Industries of Chicago.

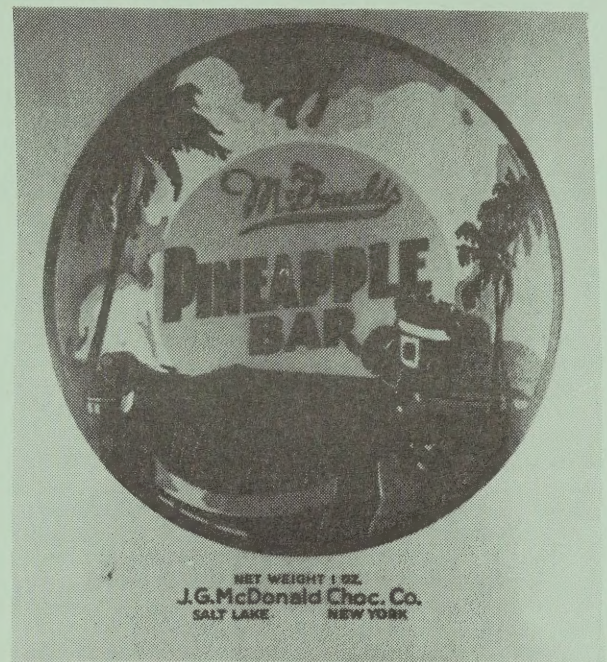
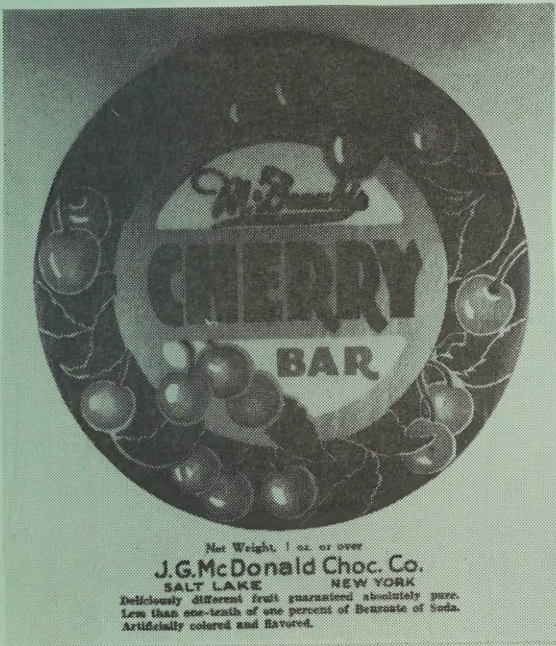
Antonio Bianchi's hope to pan gold way back in 1864 turned out okay - even though the gold was liquid, not solid!



CONFECTIONERS OF THE PAST
IN SALT LAKE CITY, UTAH

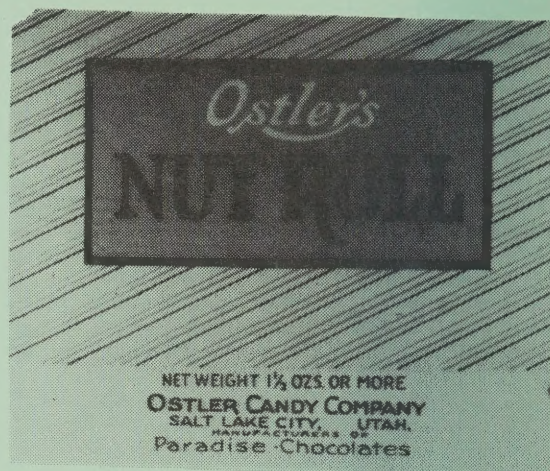
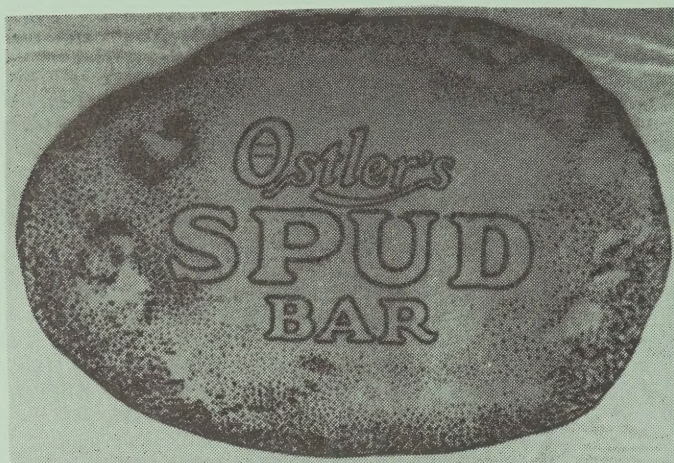
Today there are three companies making candy bars in Salt Lake City, Utah. But in 1965 there were about 16 confectioners present. One of those companies was the Mrs. J.G. McDonald Chocolate Company which was formed in 1862 by John Taffee McDonald, a pioneer wheelwright, in a downtown drygoods store. The firm passed into the hands of his son and later assumed the name of his son's wife. According to the Salt Lake Tribune, November 27, 1966, about 225 persons were employed at the factory.

One of the 1920s candy bars made by McDonald was the It Bar, named after Clara Bow, the It girl of the movies. That bar was also manufactured on the West Coast by the Imperial Candy Company in Seattle, Washington, in a joint venture between the two companies. Some other McDonald bars were the Pineapple Bar and the Cherry Bar made in the 1920s and 1930s. McDonalds went out of business in the late 1970s. (continued next page)



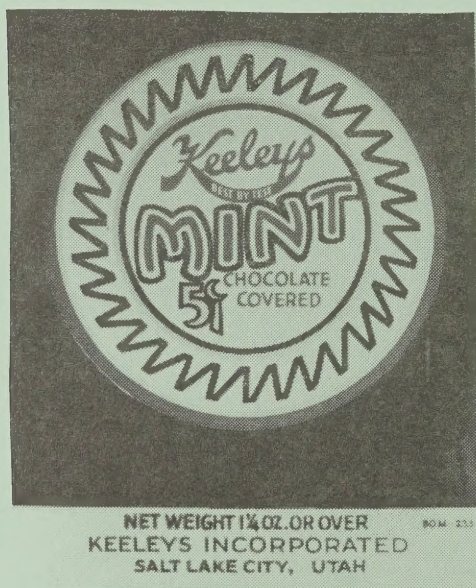
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In 1918 Harry Ostler started making candy in his basement. He had worked for McDonald's previously. When he died in 1953 his son, Harry R., kept up the company for a number of years before it was purchased by a group of Salt Lake business people in 1974. And in 1976 the building was sold to a new firm, Andersen Candy Co., who retained the rights to use the Ostler name for various products, but did not buy the business. Some old Ostler candy bars were the Spud Bar and Ostler's Nut Roll. Paradise Chocolates was the name of the chocolate line Ostler made.



C.W. Hall, another former McDonald's employee, started his own company in 1908. He quit the confectionery business during World War II. But his son started it up again in 1945. The company is no longer in existence and no known candy bar wrappers are still around.

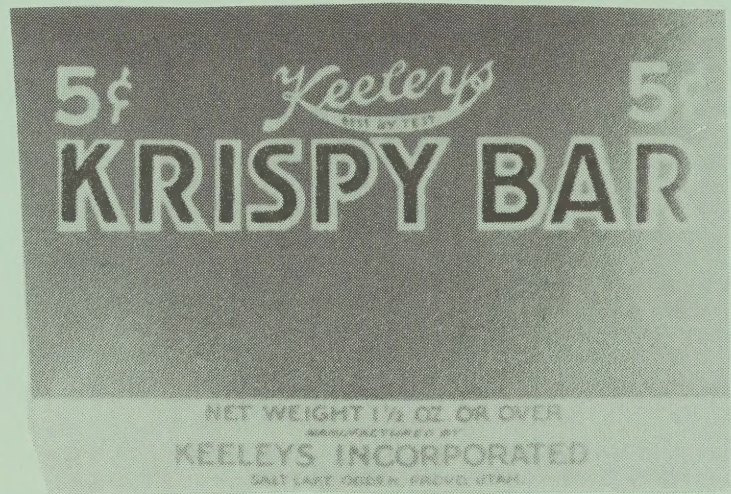
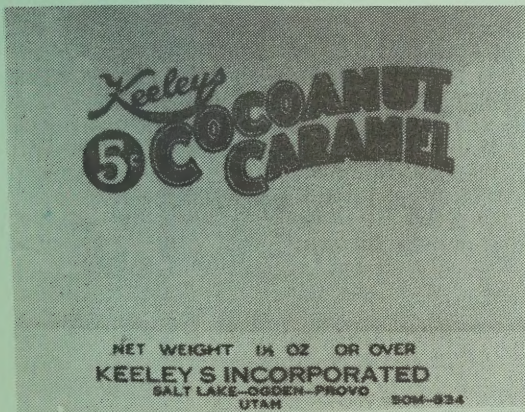
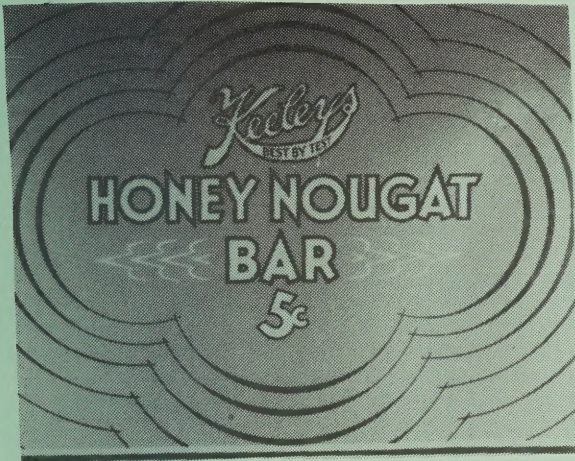
A.C. Keeley founded the Keeley's Ice Cream Co. in 1905. It later became known as Keeley's Inc., and operated as a restaurant and confectionery company. In 1960 it was purchased by some Salt Lake businessmen who ran it as a food concession firm. Four restaurants were located in Salt Lake City, one in Ogden, Utah, and a confectionery shop in Provo. Keeley's made a number of bars in the late 1920s and 1930s such as Oh! So Good, Cocoanut Caramel, Mint, Caramel Marshmallow Bar, Kristy Bar, (concluded next page)



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and Honey Nougat Bar. All the Keeley bars were 5¢ sellers. And many of the wrappers carried the Keeley slogan, "Best by Test."

(Connie Christensen of the library staff, Deseret News, Salt Lake City, was most helpful in providing clippings used as background in this article. The files of the Salt Lake City Tribune were also used. Most of the wrappers shown are from the collection of Alan Bitterman. The It wrapper is shown courtesy of Audrey and John Glenn.)



CANDY BAR PRICES OVER THE YEARS

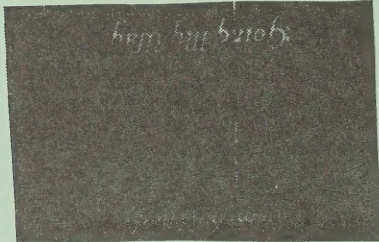
Considering the rate of inflation, over the years the candy bar has been a pretty good buy on the market place. The average rate of inflation of prices since the early 1930s for most products is about 12 to 1. But the candy bar is still a good buy with only a ratio of about 9 to 1.

When candy bars first came out they sold for around 10¢ as they were considered to be an upper class item. It wasn't until shortly after World War I that the 5¢ price was established. It was in the late 1950s that 10¢ again became the going price. In 1974 the average price inched up to 15¢. It went up to 20¢ in 1976 and 25¢ in 1978. In 1981 the price edged up to 30¢. It increased another nickel by 1983. And in 1986 the average price of a candy bar was 40¢.

By 1989 the average price of a candy bar has come up to between 40¢ and 45¢ a bar, depending on where the bar is bought. But no matter what you pay, a candy bar is still a good buy. As a kid I paid 5¢ for a bar, and also paid 5¢ for a bottle of Coke, Pepsi, or Double Cola, and a nickel for a hamburger or a hot dog!

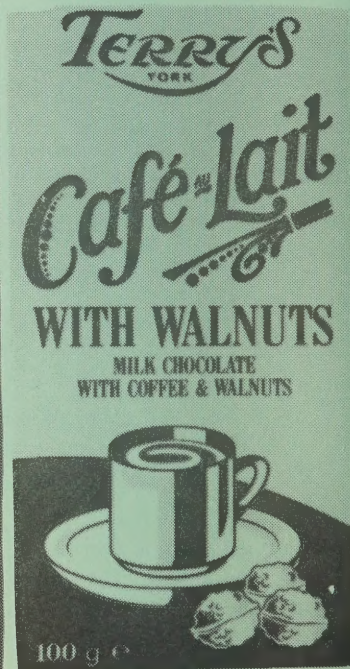
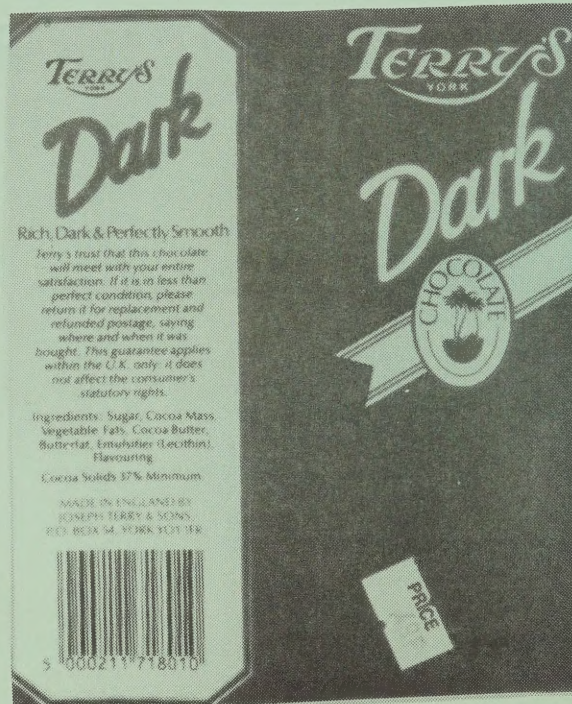
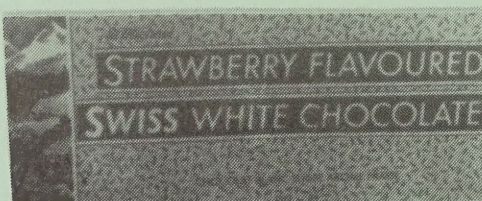
LETTERS AND SUCH

Mirek Nikl, Prague, Czechoslovakia, has a World War II Jolly Jack wrapper for a U.S. Ration Candy Bar. He also has a Delicia wafer bar wrapper made by Delicia Chocolate & Candy Mfg. Co., Inc., Bronx, NY. The maker of his Going My Way American-made bar is not identified. The Global Chocolate bar was made by Rockwood & Co., Brooklyn, NY.

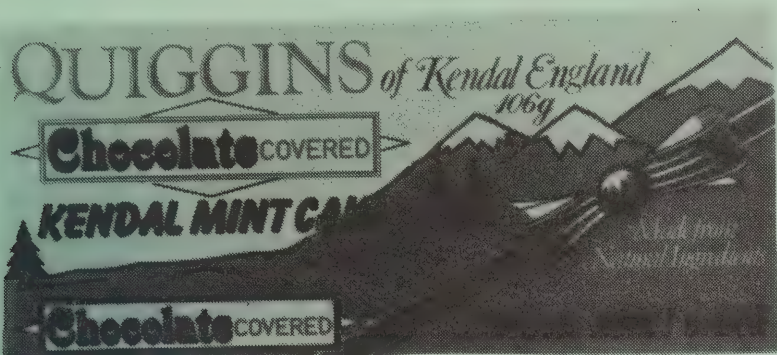


Terry Clay, Bournemouth, England, sent along several wrappers for new candy bars available in England. The Rowntree Inca Collection bar is a milk chocolate bar filled with apricot pieces in an apricot-flavored truffle center. He also sent along two Terry chocolate bars, Dark Chocolate, and Cafe au Lait, milk chocolate bar with walnuts and coffee. An intriguing wrapper is for the Strawberry Flavoured Swiss White Chocolate Bar made for Marks and Spencer in Switzerland under the St. Michael label. The Kendal Mint Cake is made by D. Quiggin and Son of Kendal. And a mildly bitter plain chocolate bar is made by Bendicks Ltd. The bar is named the Sporting & Military Chocolate Bar.

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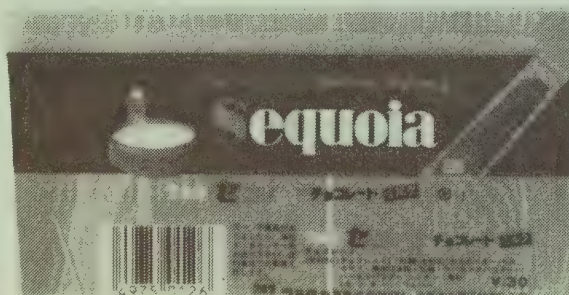
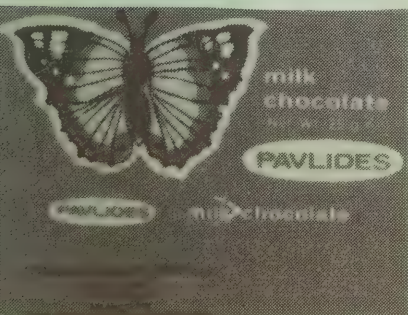
Gwen Fiss, Oshkosh, Wisconsin, wrote to say that she really enjoyed reading about Gunz-Durler of Oshkosh in Gazebo. She also reports that Oaks Inc., of Oshkosh, is still producing its Melty Bar.

Tom Aylesworth, Stamford, Connecticut, sent along a clipping from Sports Illustrated which said that an Edmonds, Washington, sports memorabilia company is to begin test-marketing the Ken Griffey Junior Milk Chocolate Bar. According to the article, Griffey, the 19-year-old Seattle Mariners outfielder is allergic to chocolate. (He can eat just a tad, though.)

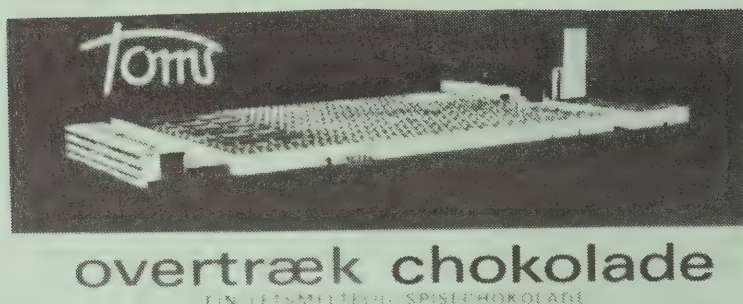
Caroline Raml, Adell, Wisconsin, wrote that she remembers the Chicken Dinner candy bar. And she remembers going shopping for penny candy in the Greek ice cream parlor in Hyde Park Square in Cincinnati when she was growing up. She and the rest of the kids went there before going to the movie house on Saturday afternoons. Her favorite candy at that time was Mary Janes. Today, she and her husband, John, love Hershey miniatures, always trying to keep a bag on hand for snacks!

Harry Levene, London, England, wrote that more and more Belgium made chocolate bars are descending upon Great Britain. There are at least one or two new bars per month on the scene. Harry also sent along some new foreign wrappers: Sequoia, a chocolate bar from Japan; the Greek Pavlides chocolate bar; Suchard Milka Leo wafer bar Switzerland; Beacon Fruit & Nuts in Milk Chocolate, South Africa; Toms chocolate bar, Denmark, with a drawing of the Toms factory on the wrapper; and the St. Michael bar made for Marks & Spencer of Great Britain in West Germany. Some other wrappers from Levene was the new Nestlé bar wrapper from Australia - Milky Bar Blueberry Sundae (white chocolate with blueberry flavored filling), and All Stars (full cream milk chocolate with four different centers). And from Switzerland he sent the Chateau de Berthoud Milk Chocolate Bar made by G. Roth & Co., S.A. On his recent trip to Switzerland Levene sampled much Swiss chocolate and said none of the Swiss brands was less than very good, with the bars made by Frey still the best. He also recently sampled a Nestlé bar from

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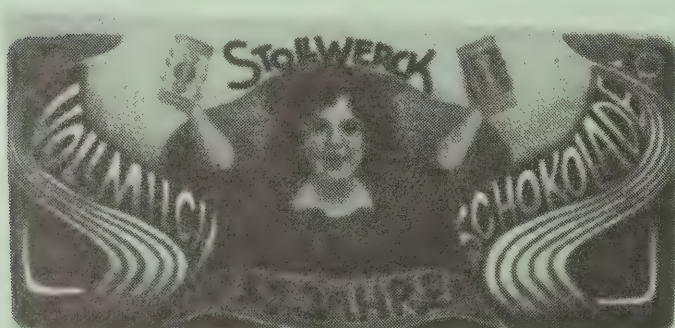


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the U.S. and said it was quite good, considering that he had just been eating Swiss chocolate for two weeks!

Stanislav Kramsky, Prague, Czechoslovakia, sent along new wrappers from Stollwerck of Germany, the Alpia Cappuccino bar, and the Vollmilch chocolate bar. Both bars are good chocolate, Stanislav said.



BARS, BARS, BARS, BARS

Hershey/Cadbury Fund Raising is offering a number of bars in both \$1.00 and 50¢ sizes - Most popular Cadbury bars are represented.

Cocoline Chocolate Co., Inc., Fund Raising Division has out this year a \$1.00 Chocolate Crisp bar that tastes good.

Rudolf International, Inc., Springfield, Ohio, has the German-made Veelmann Yogurt Dessert on the market.

Cadbury Wafer bars are imported from England. They come in milk chocolate covered and dark chocolate covered. Also available are Finger milk chocolate covered and dark chocolate covered. The cookie bars are made by Premier Brands U.K. Ltd., under license from Cadbury Limited. The Wafer bars are quite good.

Made in Belgium for General Biscuits of America, Inc., are the Pims biscuit covered with marmalade, then chocolate. The taste is good.

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New Figi Fruits are put out by Warner-Lambert Co., and are very tasty. The hard candies come in five assorted fruit flavors.

Casino North America now has available for direct import, 14 ounce French chocolate bars such as the Superieur Milk Chocolate bar and the Superieur Milk Chocolate bar with hazelnuts.

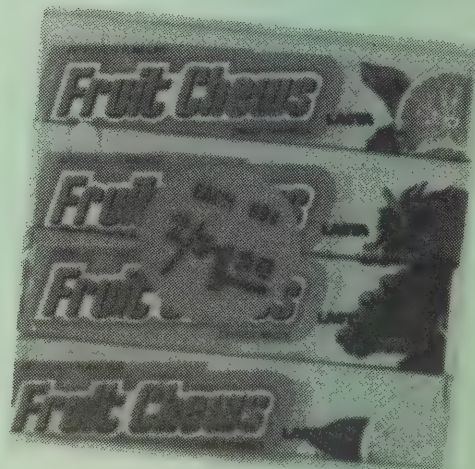
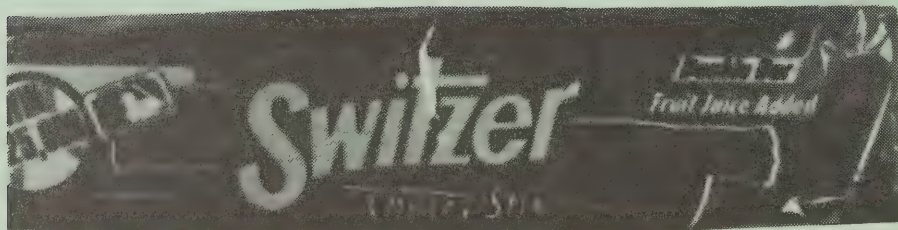
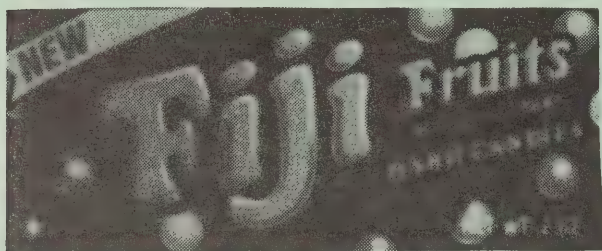
Richardson Brands has out a new packet - Chocolate Creme de Menthe. The mints are quite tasty - dark chocolate coating surrounding a creamy mint fondant center. The candy coatings - shells of either mint green or chocolate color.

Made by Brandt of West Germany, is the chocolate imitation beetle bar that's for sale in the U.S. as import candy. The chocolate is smooth-tasting.

Butterfinger BB's have been test marketed by Planters LifeSavers in Charlotte, North Carolina. BB's are bite-sized pieces of Butterfinger candy.

Switzer Cherry Stix are out in new packaging. Parent company is Leaf.

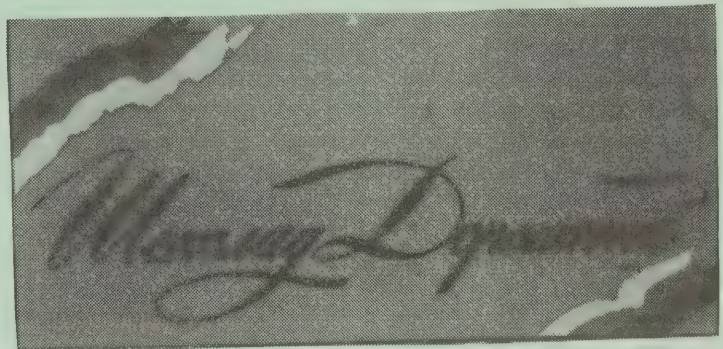
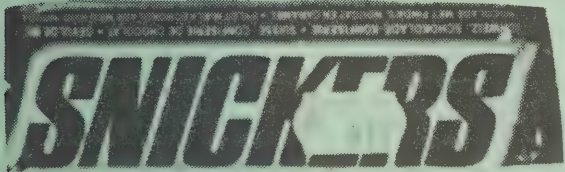
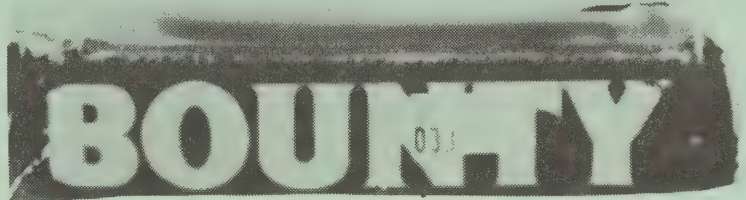
Woolworth's is selling a line of Fruit Chews (quite tasty) made in Brazil. Eight packages of assorted flavors sell for \$1.00.



U.S.S.R.

On a recent trip to Russia, Bette Siegel, Ipswich, Massachusetts, found there were numerous candy stores in Russian mall areas. And foreign import bars were on sale as well as Russian made candy bars. Of the imports the Finnish Fonda bar was quite good as were the Mars Snickers bar and the Mars Bounty bar, both made in Holland. The chocolate in them was better than Russian made chocolate. Russian chocolate, on the whole, has more sugar in it, and less chocolate liquor and coca butter, so is a more spartan kind of chocolate. United States entrepreneurs are seeing potential profit in Soviet chic, and are importing such Russian items as Russian pumpernickel, Russian watches, and even a few Russian chocolate bars. The first two items have a much better chance of making it in the U.S., but the latter will only sell as a novelty.

Russian bars aren't too colorful, but some of the wrappers show various kinds of bears and show young children. (continued next page)



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Lithuania, now a part of the U.S.S.R., produces bars of its own. The wrappers feature such things as Lithuanian peasant girls and boys in costume and children.

Latvia produces bars of its own that feature rather cheerful illustrations of either children, genies, or humorous animal characters.

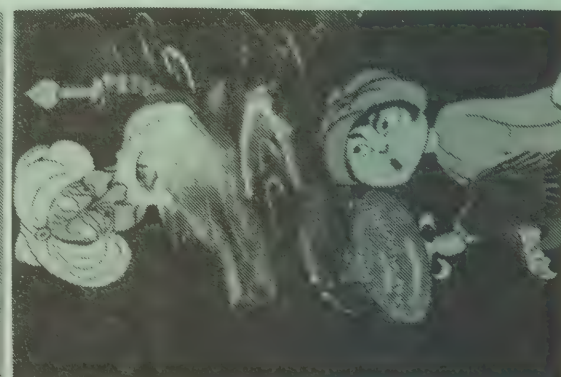
Estonia, of all the annexed countries, makes the most elaborate wrappers. Their chocolate bars feature such things as an old-fashioned high-seated bicycle, and an enchanted forest scene. The artwork on the wrappers is of high quality.



Lithuania



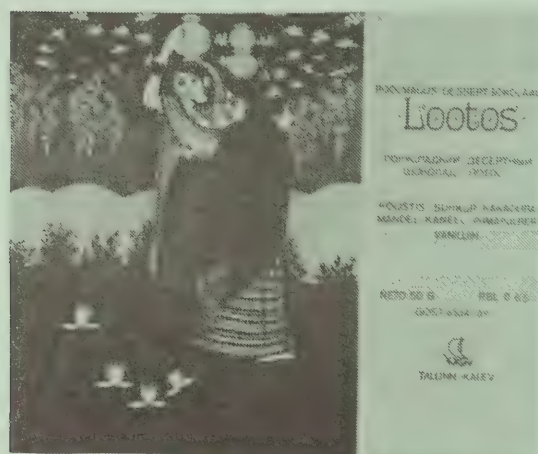
Lithuania



AUSTRUMU
ŠOKOLĀDE
ШОКОЛАД «ВОСТОЧНЫЙ»

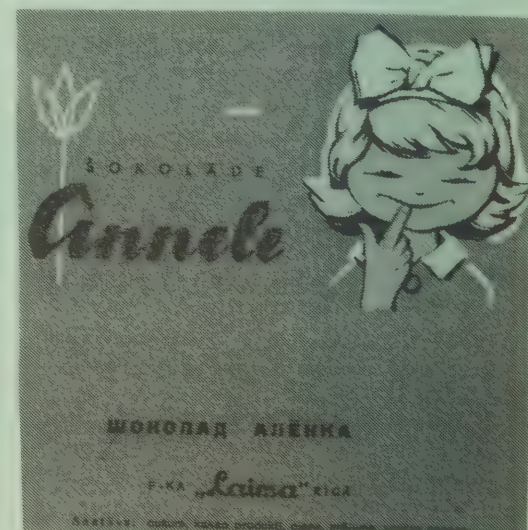
Состав: сахар, какао продукты, орехи, молоко, кондитерский жир.
Ф.КА "Laima" РИГА
PCT Латв. ССР 10-71 Масса 100 г Цена 42 коп.

Latvia

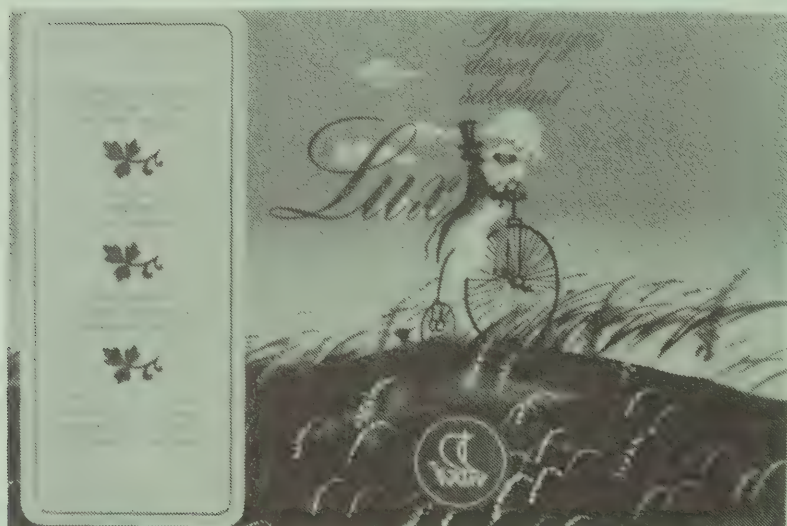


Estonia

Estonia



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FINLAND

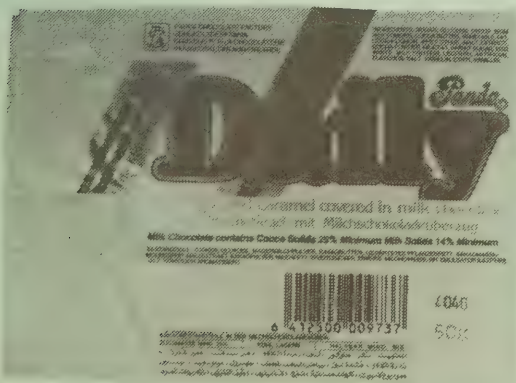
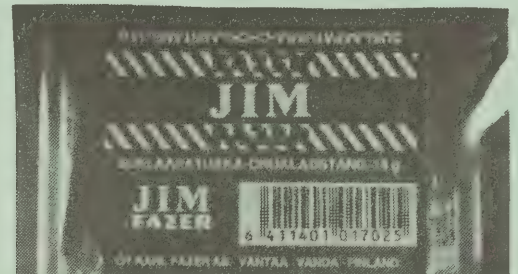
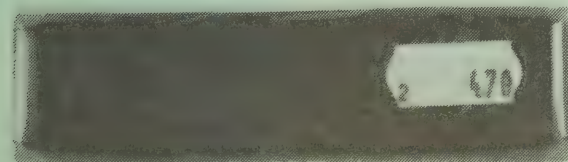
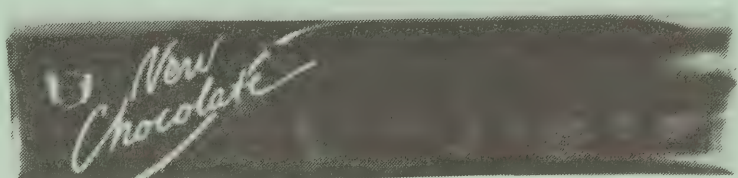
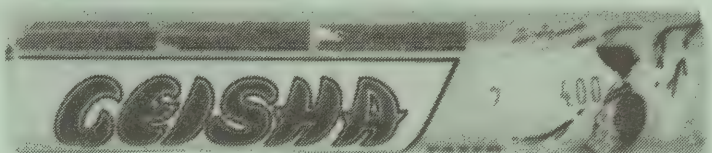
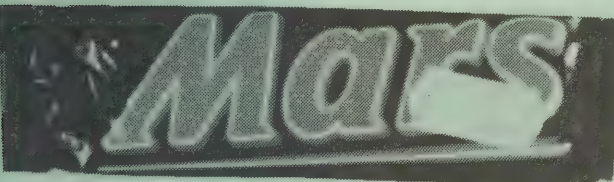
Bette Siegel also stopped off briefly in Finland to bring back some sample bars from that country. Foreign imports are good sellers in Finland. The Mars bar made in Holland is an example. Import bars account for around 20% of sales.

The leading confectioner in Finland is Fazer. Its best selling bar is the Karlfazer bar, named after the founder, Karl Fazer. He started the company in 1891. The bar contains quite good tasting chocolate. Some other Fazer bars are the Geisha bar, Royal bar (chocolate with hazelnut bits), and the Tupla bar (rather undistinguished). Another Fazer product is the Jim bar.

Hellas, established in 1910, makes a number of candy bars, some of them being the Quatro and Hellas bars.

The Panda Chocolate factory, established in 1920, makes the Daily bar and several varieties of Panda chocolate bars, such as the Caramel-filled Milk Chocolate bar.

Chymos Company, founded in 1906, also makes numerous bars such as several varieties of chocolate filled bars as the Chocolate Caramel bar. And Merijal of Finland produces several kinds of candy drops packaged in small boxes. These are exported to the United States, and the flavors in these candies come through quite well.

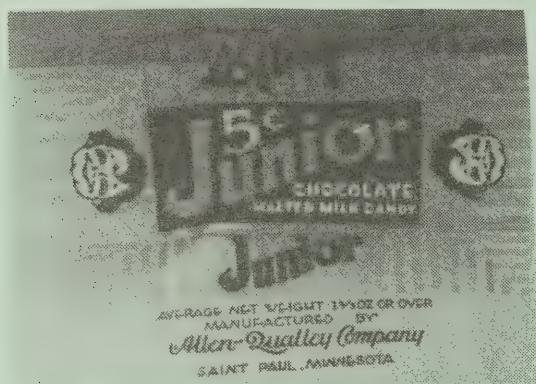


TWO OLDIES FROM MINNESOTA

The Pendergast Candy Company was located in the St. Paul/Minneapolis area in the 1920s. This was the company that originated the fluffy nougat center candy bar when it came out with the Fat Emma bar. Pendergast was sold to Frank Martocchio, whose company originally manufactured macaroni, but went into the candy business to later become the Hollywood Candy company that is now located in Centralia, Illinois. Walter Pendergast, the former owner, was listed in the St. Paul city directory from 1923-1926.

The Allen-Qualley Company put out such 5¢ bars as "Nut Etta," Bar o'Gold, and Junior Chocolate Malted Milk Candy Bar. One of the principals, John J. Allen, was also president of the Hauck Candy Co. His partner in Allen-Qualley was Arthur L. Qualley. Qualley had entered the candy business in 1898. He organized his own firm in 1932 in Minneapolis, and moved to St. Paul in 1934 to go into partnership with Allen. Qualley died in 1937 according to The Saint Paul Pioneer Press.

(Wrappers shown are from the Wartner collection.)



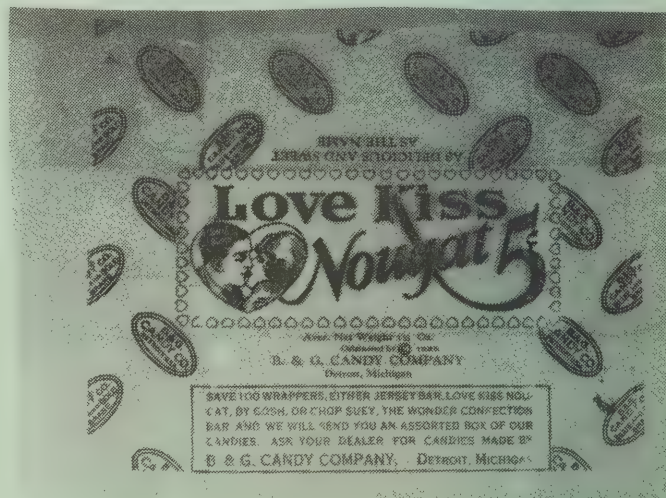
B & G OF DETROIT

The B & G Candy Company started out in the confectionery business as a wholesaler in 1929 in Detroit, Michigan. The company name was made up of the initial letters of the last names of the founders, Joseph Bianco and Adelino Gianassi. At one point in time the name was changed to B & G Sweet Shop. It was during this time that the company manufactured its own candy bars. The company was listed in the city directory of Detroit for many years, but disappeared from the directory in 1939.

B & G products were mainly sold in the Detroit area, but on occasion could be bought in adjacent states such as Wisconsin. Love Kiss Nougat was one such bar.

Other bars produced by B & G were By Gosh, and Chop Suey, names that were also used by other candy companies.

(Wrapper from Wartner collection - reference dates, Detroit Public Library.)



KLEIN CHOCOLATE COMPANY

The Klein Chocolate Company was started back in Elizabethtown, Pennsylvania, back in 1913, not 1914, as earlier reported in Gazebo. The company was started by William Klein, Senior, in a rented building. In 1915 the company expanded and the first big factory building was erected.

Mr. Klein went to work for Milton Hershey in Lancaster, Pennsylvania, at the age of ten. His life's ambition was to be in business for himself, and he realized that dream when he began manufacturing chocolate in 1913 out of the little building out of which he operated. Klein died in 1954. And it was in the 1960s that the company was sold to M&M/Mars.

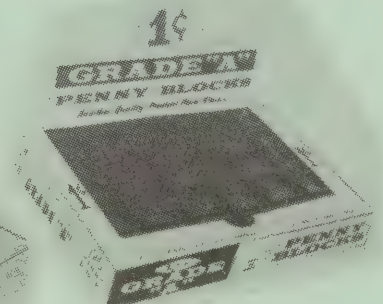
William Klein III, grandson of the founder, provided a Fiftieth Anniversary brochure of the company put out in 1963. Anna Ruth Hess of the Elizabethtown Historical Society, provided photocopies of a Brief History of Klein Chocolate Company published in 1926. That history said a brother, Fred, joined William in the starting up of the company in 1913. That history said that the two, with no money other than their own accumulation of savings from weekly earnings from the time they started work at 13, was used for capital in the first rented building.

Over the years Klein's best seller was its Lunch Bar that sold for 3¢ retail. In 1926 a retail store operator could buy a case of 60 boxes, 24 bars to the box, at 40¢ a box. That meant a profit of 32¢ per box if all bars in the box were sold.

The 1913 building and the 1960s factory were a bit different in size. And in those plants Klein made a variety of different priced bars and other chocolate candy. Some 1¢ items were Grade "A" Penny Blocks, and Sweet Chocolate Roamers. The penny Chocolate Blocks were also packed in bags and boxes, as were other chocolate items such as Stars and Treats. Some other boxes items were Butter Crunch, Break-Up, and Mint Wafers.



A 3¢ Bar containing
Milk Chocolate
and No. 1 Peanuts
Packed 24 Bars to the Box
60 Boxes to the Case
At 40c Per Box



HALL'S OF OTTUMWA, IOWA

The firm of Walter T. Hall & Co. began operations in January, 1880. At first the company engaged in the manufacture of baking powder and extracts. But a candy department that was added later grew with such speed that the company soon devoted itself entirely to the manufacture and jobbing of confections.

The company weathered many an economic storm and passed safely through successful periods of depression. The financial panics of 1893, 1904, and the "bankers' panic" of 1907 were all weathered successfully. There was also somewhat of a depression in 1911 and 1912, but during those years Hall's employed about 150 persons. The company's principle products were candies of all kinds. The hand-dipped chocolate, known under the motto of "Tease the Taste," was carried out into the line of candy bars the company produced. One of the 1930s bars was the Hall's Teasers bar. It sold for 5¢ and weighed 1½ ounces.



A. Bitterman

According to records at the Ottumwa Public Library, the Walter T. Hall Company was listed in the city directory through 1954, but not thereafter.

MEMPHIS, TENNESSEE, BELMONT CANDY

The Belmont Candy Company got into its first factory back around 1921. Youngsters used to really like the smells that came from this building, as Belmont made candy bars such as the 1-Two-3 bar that was a candy bar given as prizes on punchboards back in the late 1920s and 1930s. (Facts and dates in this article were provided by the Memphis Shelby County Public Library.)

During The Great Depression, Belmont went under. So the building became vacant. Then in 1936 the building was bought by the Thomas Brothers Candy Company. Thomas Brothers also purchased much of the machinery that still remained in the factory. The machinery was cleaned up and put into full time operation.

Thomas Candy enlarged its operations in 1946. And in that year it became the Thomas-Wiener Company. That company made plans to become the first chewing gum factory in the South.

Over the years this company became the Donruss Co, which in 1983 was sold to the Finnish Company, Huh-tamaki, which owns Leaf, Inc. in the United States.

(wrapper - A. Bitterman)



THE AMERICAN CANDY COMPANY

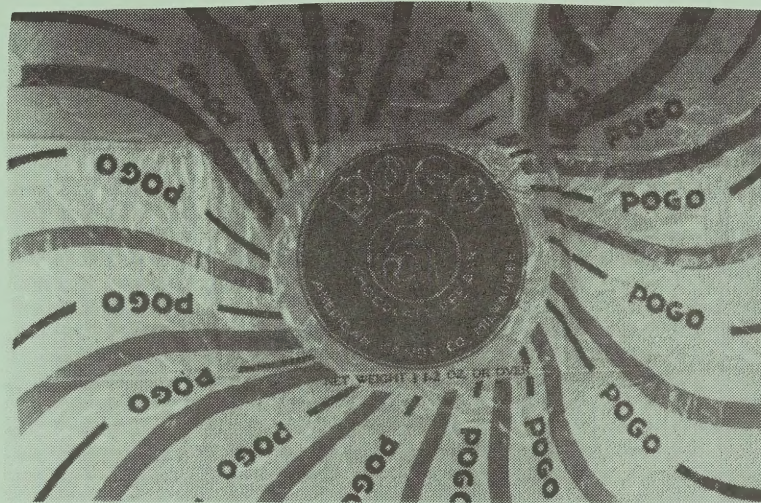
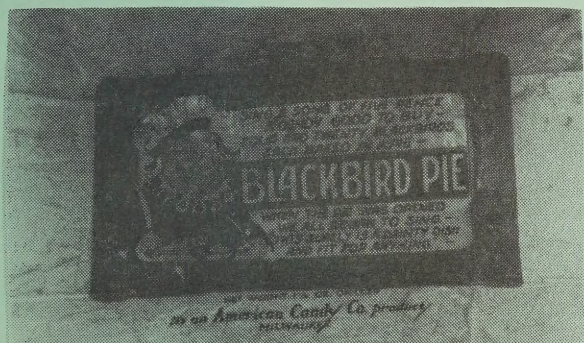
William Stark founded the American Candy Company of Milwaukee, Wisconsin, back in 1888. Stark had worked previously at the Ziegler Company in the same city.

In the 1920s American Candy produced a number of 5¢ candy bars, some being the Snirkles bar, Wise Crack, Who's Who, Longfellow, Malted Milk, and the Peanut Turtle bar. (Photos of these bars are shown in The Chocolate Chronicles.)

Two other bars made by American were the Pogo bar, billed as the chocolate pep bar, and the Blackbird Pie bar. On the wrapper of that bar it said, "Sing a song of five pence, a candy good to buy - Four and twenty blackbirds each baked in a pie. When the pie was opened, we all began to sing - This surely is a dainty dish, and fit for any king."

Exactly what was in the Blackbird Pie candy bar isn't known, as back in those days the manufacturer did not need to list ingredients on the wrapper.

American Candy was liquidated in 1938. Upon liquidation, Howard B. Stark, William's son, bought some of the equipment to start his own company, Howard B. Stark. (Wrappers, Aaron Wartner.)



A.B.C. CANDY COMPANY

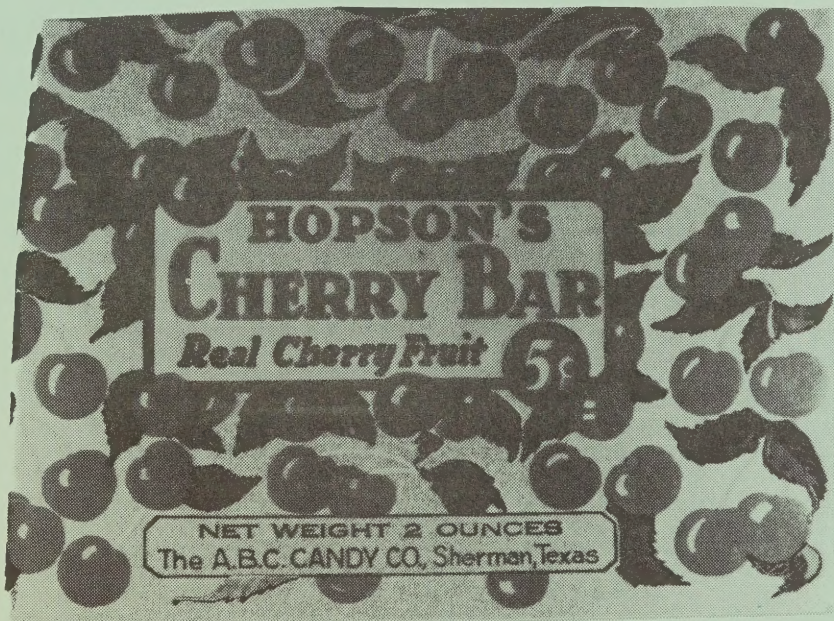
A.B.C. Candy operated in Sherman, Texas, from 1910 until 1935.

Ten years ago 75 former employees gathered for a reunion.

A.B.C. made such candy items as Hopson Chocolate Drops and Coconut Bon Bons.

One of their better known 5¢ candy bars was the Hopson's Cherry Bar.

(wrapper, A. Bitterman)



ROWNTREE HOADLEY, LTD., AUSTRALIA

One of Australia's favorite candy bars is Violet Crumble, a homeycomb bar covered with confectioners chocolate. The inside is very similar in taste to the old-fashioned sponge candy that used to be so popular in the United States in the 1930s and early 1940s. The bar does taste great, and has been available in the United States as an import.

Rowntree Hoadley, Ltd., of Australia, produces Violet Crumble along with Polly Waffle, another bar that was recently imported for sale in the U.S. This company also produces Toblerone bars of Switzerland under license, and its own Rowntree products such as Kit Kat, Aero, and Coffee Crisp. The U.S. imports were made in Australia under the name, Hoadley's Chocolate Ltd., of Cambellfield, Victoria.

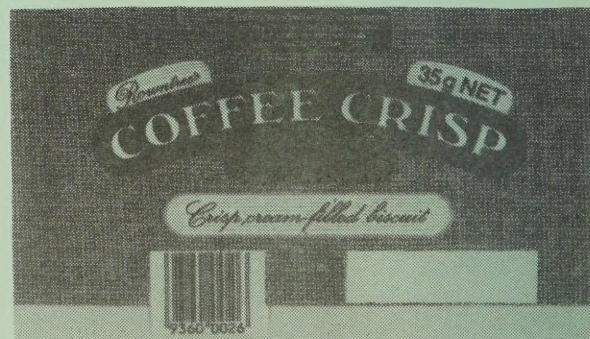
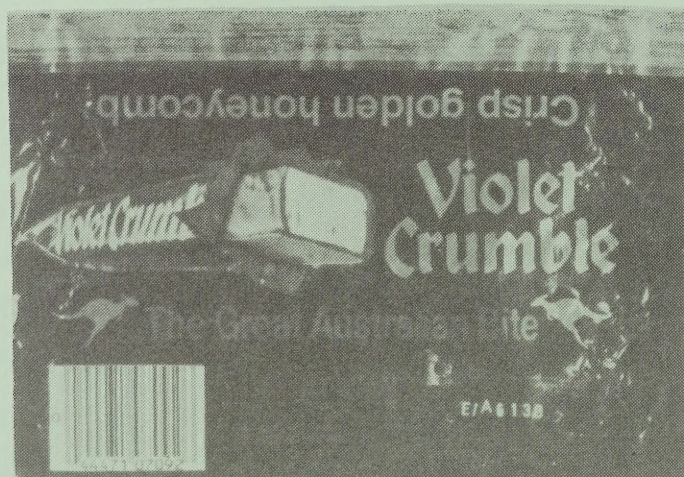
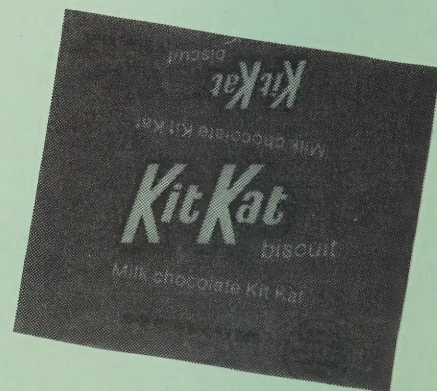
Abel Hoadley arrived in Australia during the latter part of the last century. His wife was a keen horticulturist and tended a very large garden on the grounds of the family home. Her favorite color was mauve from her beloved violets. From this affection came the name for Hoadley's first chocolate assortment, Violet Milk, packed in a purple box decorated with violets.

Perhaps the most requested individual piece in the assortment was the chocolate honeycomb piece. So Hoadley soon began to market this piece as a separate candy bar, Violet Crumble. The year was 1923, and Violet Crumble became an immediate success.

Another larger manufacturer, MacRobertson, now owned by Cadbury, began producing a light marshmallow type honeycomb bar called Crunch Foam, but it didn't make the grade. So it was soon dropped.

Violet Crumble bars were sold on the east coast of the United States for awhile in the 1960s. But the exporting of the bar was soon dropped because of various problems with pricing. Confectioners chocolate coating was then introduced, and a bag containing Violet Crumble pieces was also launched in Australia. Then the bar was marketed for a time in the U.S. through an Indiana distributor.

In 1967 Hoadley merged with the Stedman-Henderson empire. And in 1971 Hoadley Stedman was taken over by Rowntree Mackintosh Limited.



NEWS TADBITS

Back a few years ago Jaret International of Brooklyn had some chocolate-flavored bars made in Cypress for sale in the United States. The Melita bar tried to capitalize on the rocket ship craze going on at the time. Different Melita bars carried different scenes showing rockets in action or rest. The artwork wasn't the best, and the bar wasn't the best tasting, so sales didn't do too well, so it was dropped as a sales item.



Peanut consumption rose in the U.S. the first part of this year. Increased demand for peanuts by consumers added about \$85 million in sales for producers nationwide. About 1.2% more candy bars contained salted nuts in this period.

The fourth and fifth largest advertisers in Great Britain are two confectionery companies, Mars and Nestlé. Revenues for 1988 show Mars at \$122.5 million and Nestlé at \$119.4 million.

The Manufacturing Confectioner reported that this year's ISM (International Sweets & Biscuit Fair) in Cologne, Germany, had 987 exhibitors from 40 countries. Klaus of Switzerland had a line of 14 different Chocolate Surfin bars to show. And Schöller of Germany introduced a bar, Banana Tropic, that was a banana puree coated with dark chocolate.

It was reported in The New York Times that the Hershey Foods Corporation would build a \$100 million chocolate factory near its existing plant. The groundbreaking was held this summer.

The U.S. Confectionery Industry Export Program is in its fourth year, trying to beef up U.S. exports to countries such as Japan, South Korea, and Taiwan. The total population of these countries is about 80% of the U.S. population. So the market is a potentially great one. Some tariffs have already been reduced and exports have increased dramatically since 1986. In Taiwan, for example, a sampling of American confections at the opening of a new department store drew rave reviews. And in Japan, where women present gifts to men on Valentine's Day in a reversal of American custom, the U.S. confectionery industry encourages Japanese women to include American products among the gifts they buy.

California raisin growers aren't too happy about Craisins, a dried cranberry and sugar product invented by Ocean Spray Cranberries, Inc. Raisin growers spent millions on a popular advertising campaign, and the president of the National Raisin Co. thinks the name shirrtailing may become a prob-

(see next page)



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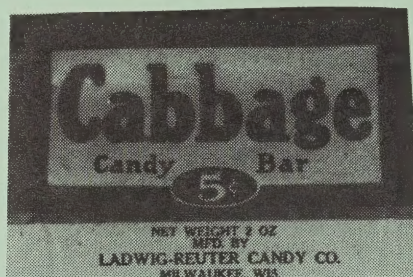
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lem. Back in 1956, The Merrill Candy Co. of Wisconsin put out a bar with cranberries in it called the Crandy Bar. It didn't do well saleswise.

Back in the 1930s Necco made a product that had several names - Mini Bolster, Bolsters, and Bolsterettes. It was a 1¢ candy bar under the Bolsters name. The Bolster bar that sold for 5¢ was named after the Bolster family, a Sunday funny pages comic strip.



A reader wanted to know who made the Wild Oats Bar back in the late 1920s. It was Ladwig-Reuter of Milwaukee, Wisconsin. The bar contained Hawaiian fruits, coconut, peanuts, and was covered with milk chocolate. Ladwig-Reuter also made such bars as Sauer Kraut and Cabbage, which contained, among other things, coconut in shredded form.



Proctor & Gamble Co. has settled for acquiring the Fisher Nut unit from Kohlberg Kravis Roberts & Co. which is the owner of the leading brand in the salted nut business, Planters.

The Wall Street Journal carried an article on Leaf, Inc., and its acquisition of nostalgic brand names such as the recent Heath and Hollywood Brands acquisitions. Having many brands under the same roof gives Leaf more clout in getting space from retailers. Leaf has in its favor the fact that emphasizing old brands costs less than introducing new products in the marketplace.

Frank Fiore, Hollidaysburg, Pennsylvania, sent along a clipping from the Altoona Mirror about the Boyer Candy Company moving the Barton Candy Company it purchased from Wollaston, Massachusetts, to a new plant in Altoona.

A play based on the 1984 shutdown of Schrafft's Candy Co. in Charleston, Massachusetts, ran in Boston during the summer. Called "Queen Bee," the play was based on the traumatic action that idled 800 workers, many of whom received little notice.

The Manufacturing Confectioner reported that the #1 candy bar confectioner in Sweden was Marabou - as well as in Denmark. In Norway it was Freia, and in Finland, Fazer. Bars made by Mars were among the top sellers in all those countries. In the United Kingdom market, Nestlé (including recent purchase of Rowntree) is #1. Best selling bars in the United Kingdom are Kit Kat, Mars Bar, and Twix.

A columnist of The Boston Globe reported that a Boston TV personality keeps a bowl of candy on her desk so fellow workers can enjoy a piece now and then. There is also a container nearby for contributions of money to defray the cost. The TV personality's salary is more than \$400,000 a year. "That's stingy," the columnist closes.

American Candy Manufacturing Co., Selma, Alabama, has been purchased by Pinkerton Group, Richmond, Virginia.

Amurol Products Co. has purchased the hard candy and mint line of Reed Candy Co., Barrington, IL. The sale of the Clark Gum Company was not included.